

**Alan Estes**

**From:** Alan Estes  
**Sent:** Tuesday, January 07, 2003 12:14 PM  
**To:** 'terry@telatron.com'  
**Subject:** estimated mail campaign performance

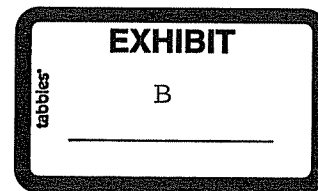
Terry,

Here's how we see the mail campaign shaking out. I personally believe the response rate we're providing here is fairly conservative.....just as the outbound response is much more productive, we'll be cherry-picking names for the mail campaign as well....the response rate could conceivably be as high as 2.00%.

# Mail Pieces		200,000
Response	1.33%	2,660
Return Prom. Note	45.00%	1,197
Fund	70.00%	838
Avg Loan Amt	\$65,000	\$54,463,500
Est. Commission	3.63%	\$1,977,025

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**Alan Estes**

**From:** TERRY SMITH [TERRY@telatron.com]  
**Sent:** Monday, January 06, 2003 4:07 PM  
**To:** Alan Estes  
**Subject:** FW: pms

-----Original Message-----

**From:** SANDY GRESSLEY  
**Sent:** Monday, January 06, 2003 4:06 PM  
**To:** TERRY SMITH  
**Subject:** pms

The Red on the logo is 220  
 The gold on the logo is 873